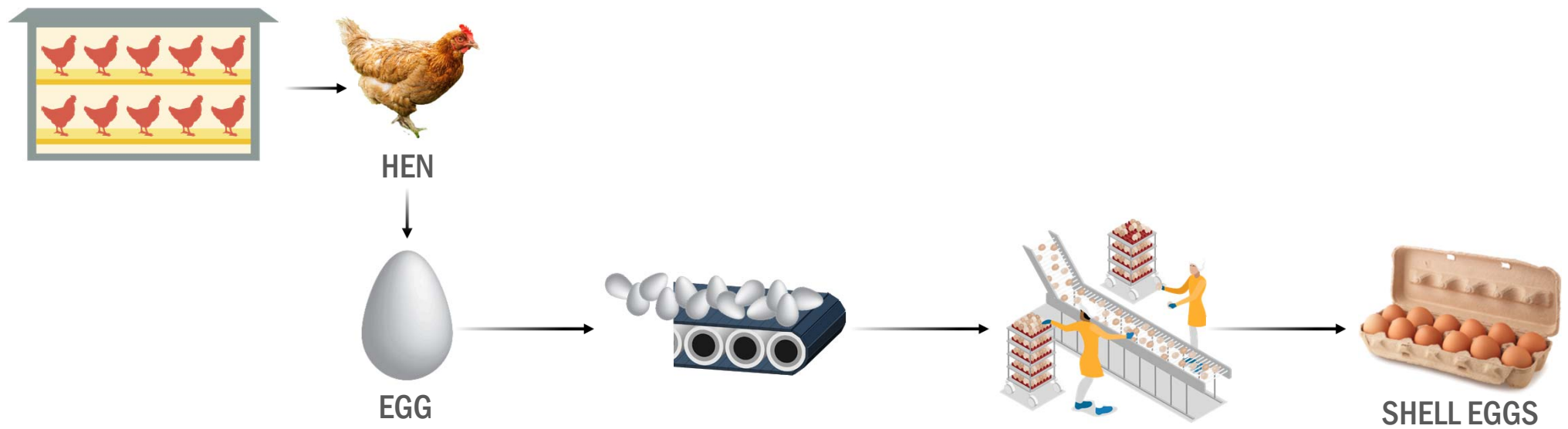
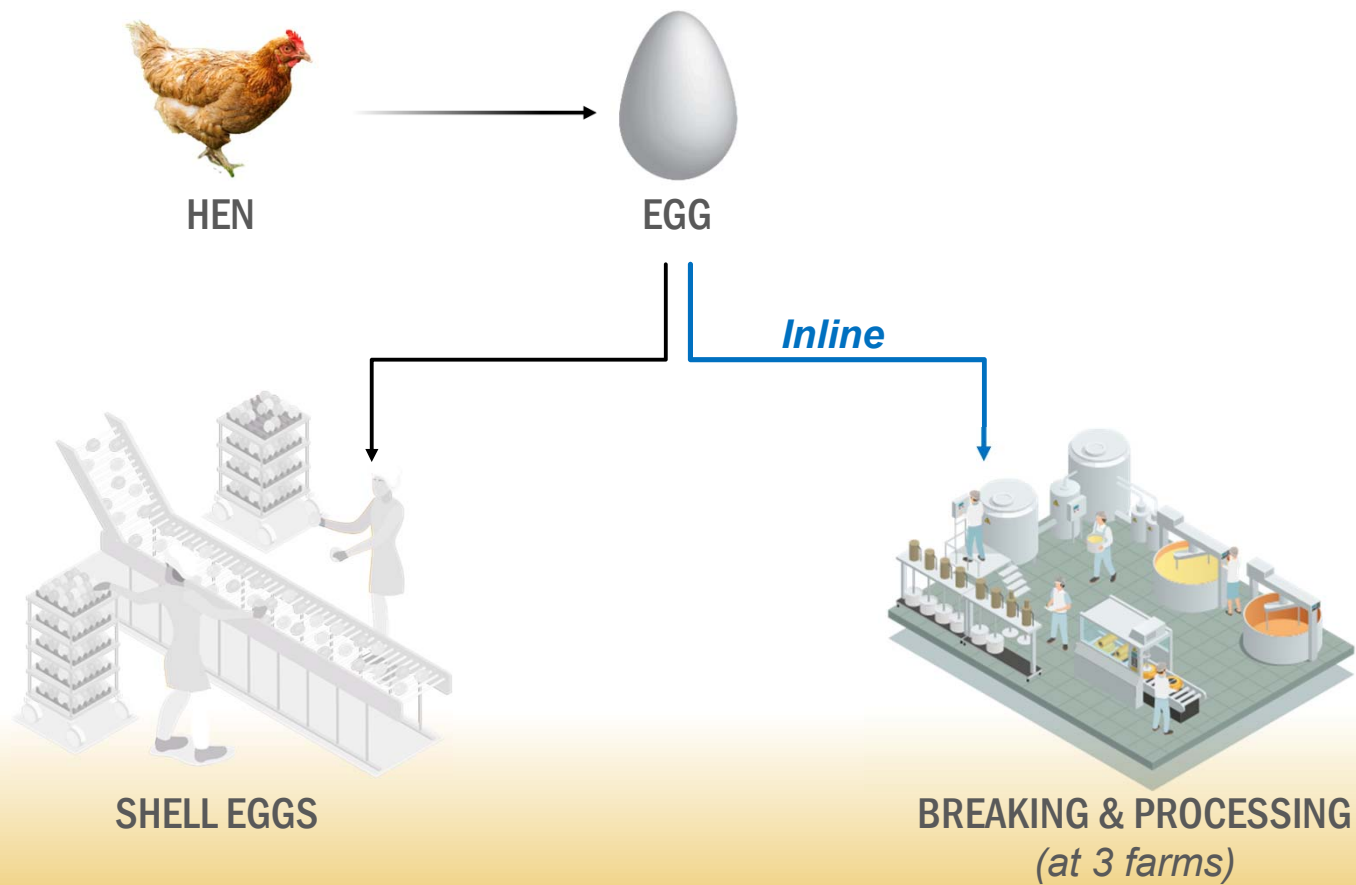


EXHIBIT A

Shell Eggs



Rose Acre Farms



Egg Products Overview

Liquid / Frozen



whole eggs



egg whites



egg yolks

Dried



whole eggs



egg whites



egg yolks

Hard Cooked & Pre-cooked



whole eggs



patties & omelets

- Salted yolks
- Sugared yolks
- Egg whites
- Salted whole eggs
- Standard whole eggs
- Enzyme-modified
- Natural Egg Flavor (NEF)



Three Types of Customers For Egg Product Sales

Industrial

Used in food manufacturing



Nestlé

General Mills

Kellogg's

Kraft

Mars

Retail

Sold to supermarkets



Kroger

Walmart

ALDI

Jewel Osco

MARIANO'S

Foodservice

Restaurants & Bakeries



Cracker Barrel
OLD COUNTRY STORE

McDonald's

BURGER KING

Jack
in the box

ihop

Industrial Customers

Liquid / Frozen



- Salted yolks
- Sugared yolks



- Egg whites



- Salted whole egg
- Sugared whole egg

- Enzyme modified
- Nef (taste-modified, special products)

Dried



- Yolks

Cakes & bread



- Whites

Candies



- Whole egg



Competitors

**MICHAEL
FOODS**

SONSTEGARD
FOODS COMPANY

**Rembrandt
Foods**

DEB EL
FROM BANGKOK, TH

Cargill
ISE FOODS, INC.

Sunny Fresh

**ConAgra
Foods**

**NuCal
Foods**



Oskaloosa Food Products

National Egg



Shepherd's
Processed
Eggs

WABASH VALLEY



Cutler

**CREIGHTON
Brothers**

Primera

**Taylor
Egg Products**

Henningsen Foods

PAPETTI'S

Newburg Egg

MOARK

SPARB E FARMS
Ready Mixed Since 1961

Wilcox
Egg Products

WILLAMETTE EGG FARMS

**MPS
EGG
FARMS**

Retail Customers



Liquid Egg Whites



Egg Substitutes



Hard Cooked

Competitors

**MICHAEL
FOODS** INC.



ConAgra
Foods



HICKMAN'S
family farms

Hardly Egg


WILLAMETTE EGG FARMS

Foodservice Customers



Hard Cooked



**Liquid Egg Whites
& Whole Eggs**



Pre-cooked

Competitors

**MICHAEL
FOODS** INC.

Sunny Fresh™



Nulaid

Making of an Egg Product: 3 Roles



Producer

Farms with hens that produce the shell eggs



Breaker (Inline & Offline)

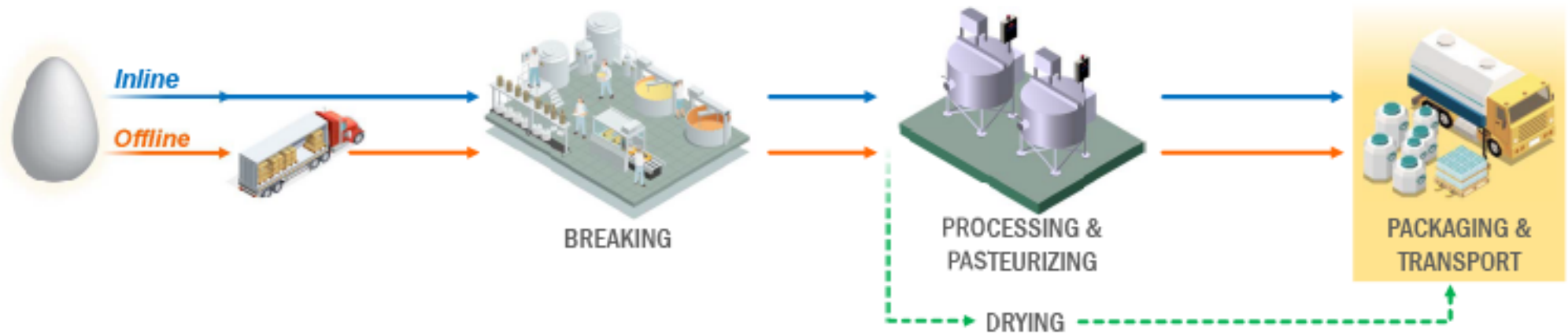
Facility that breaks the eggs for processing



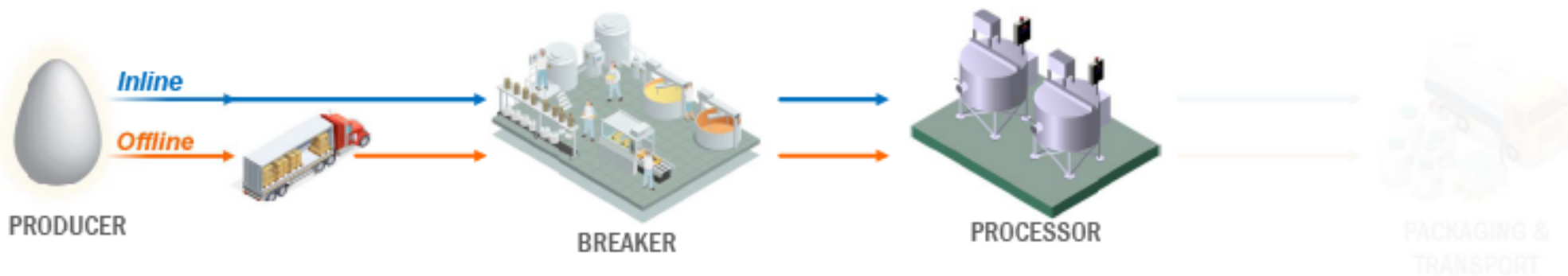
Processor

Facility that processes eggs into a variety of egg product (pasteurized or dried)

Egg Product Production (More Complex & Costly)



Producer, Inline/Offline Breaker, Processor



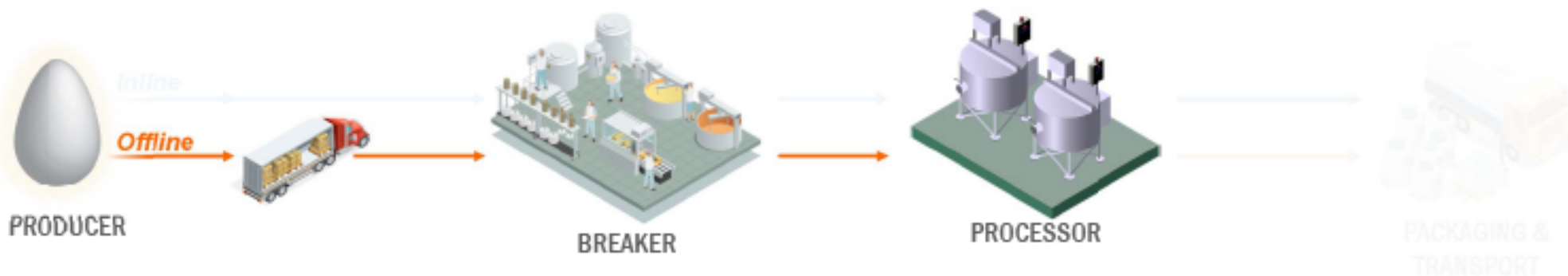
**MICHAEL
FOODS** INC.


ROSE ACRE
Farms®

Rembrandt
Foods

 **SONSTEGARD**
= FOODS COMPANY =

Producer, Offline Breaker, and Processor



*McAnnally
Enterprises*



MOARK

*National
Food*



Henningesen Foods



Oskaloosa Food Products



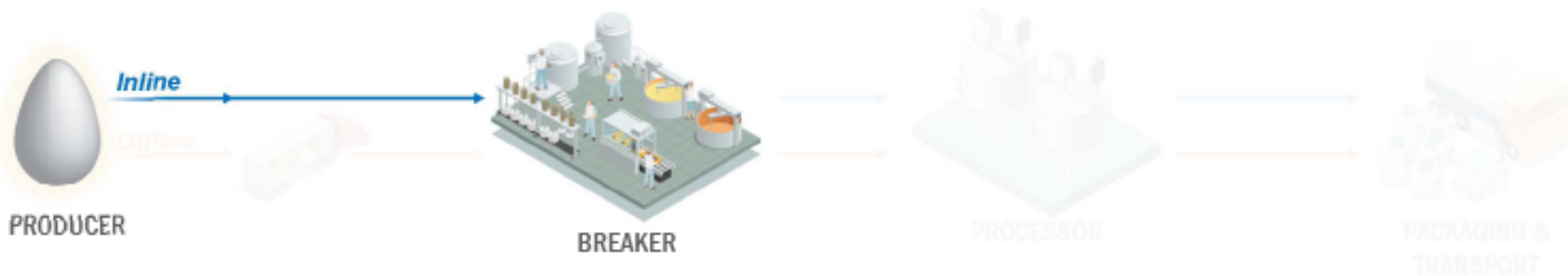
Primera



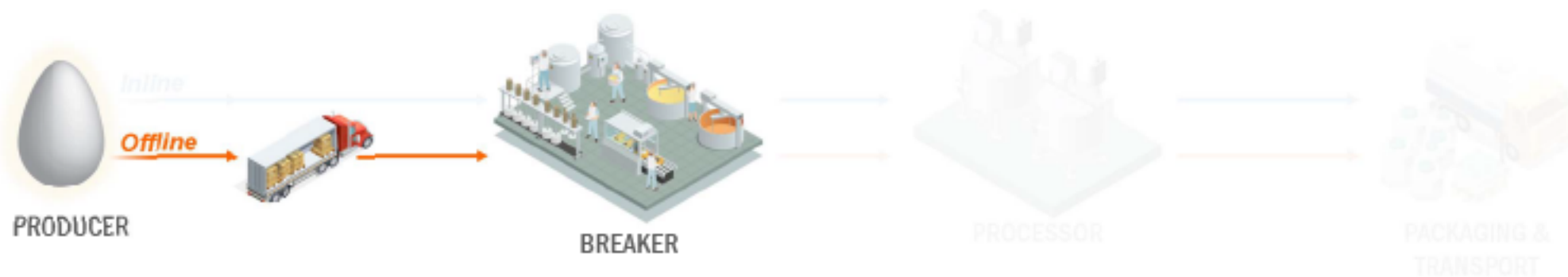
Shepherd's
Processed
Eggs



Producer and Inline Breaker



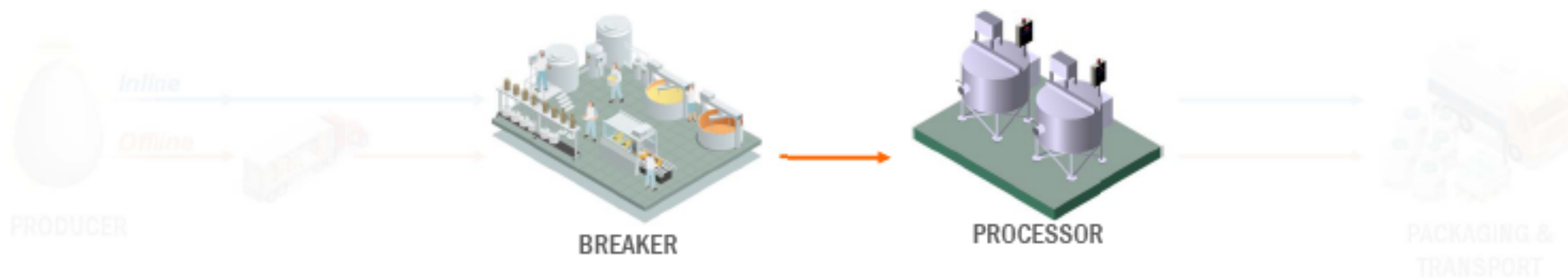
Producer and Offline Breaker



FORSMAN
FARMS



Breaker and Processor



Taylor

Pure Processor



Sunny Fresh™
Cargill™

ConAgra
Foods®

Pricing of Egg Products (Urner Barry, Grain Based, Fixed Price)



Grain Based





Urner Barry Reports Pricing On A Variety of Egg Products

EGG PRODUCTS, \$/lb.				2007			
FROZEN (39 lb. Cans)							
Whole, No Color							
Whites							
Yolk Sugar 42% solids - No color							
Yolk Salt 42% solids - No color							
LIQUID IN PORTABLE CONTAINER							
Whole							
Whites							
Sugar Yolk							
Salt Yolk							
EGG SOLIDS							
Whole Plain							
Yolk							
Albumen, Spray							
Blend: 65-75% whole egg 25-35% corn syrup							
LIQUID EGGS							
Tanker, Truck per lb.							
Whole, Unpasteurized							
Custom Pack, Pasteurized							
Whites, Unpasteurized							
Custom Pack, Pasteurized							
Yolk, 42% Unpasteurized							
Custom Pack, 42% Pasteurized							
Yolk, Salt 43% solids, 10% salt							
INSTITUTIONAL PACKS - FROZEN							
PURE PACK Containers 30-32 lb. Case Wt. Delivered, L.T.L.							
Whole							
Whites							
Yolk, Sugar							



Different Prices For Different Types of Egg Products

2007

Urner Barry's COMTELL
Urner Barry - Egg Products
06/04/2007

Product	Unit	Price
FROZEN 30 lb. Cans	30 lbs.	2.000
Whole, No Color	30 lbs.	0.510-0.520
Whites	30 lbs.	0.490-0.510
Yolk Sugar 43% solids - No color	30 lbs.	0.580-0.590
Yolk Salt 43% solids - No color	30 lbs.	0.540-0.560
LIQUID EGGS	30 lbs.	0.300-0.350
Whole, Unpasteurized	30 lbs.	0.260-0.280
Custom Pack, Pasteurized	30 lbs.	0.320-0.330
Whites, Unpasteurized	30 lbs.	0.310-0.330
Custom Pack, Pasteurized	30 lbs.	0.360-0.380
Yolk, 43% Unpasteurized	30 lbs.	0.400-0.420
Custom Pack, 43% Pasteurized	30 lbs.	0.430-0.440
Yolk, Salt 43% solids, 10% salt	30 lbs.	0.400-0.420

Urner Barry
700 040-0000
www.urnerbarry.com
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Type of Egg Product

Less-than-Truckload

Truckload

FROZEN (30 lb. Cans)

Whole, No Color

0.510-0.520

0.460

Whites

0.490-0.510

0.440-0.460

Yolk Sugar 43% solids - No color

0.580-0.590

0.530-0.560

Yolk Salt 43% solids - No color

0.540-0.560

0.500-0.530

Pricing Ranges
¢ per lb.

LIQUID EGGS

Tanker, Track per lb.

Tanker, Track/lb.
(Standard)

Tanker, Track/lb.
(Certified)

Whole, Unpasteurized

0.260-0.280

-

Custom Pack, Pasteurized

0.320-0.330

-

Whites, Unpasteurized

0.310-0.330

0.330-0.350

Custom Pack, Pasteurized

0.360-0.380

0.380-0.400

Yolk, 43% Unpasteurized

0.400-0.420

-

Custom Pack, 43% Pasteurized

0.430-0.440

-

Yolk, Salt 43% solids, 10% salt

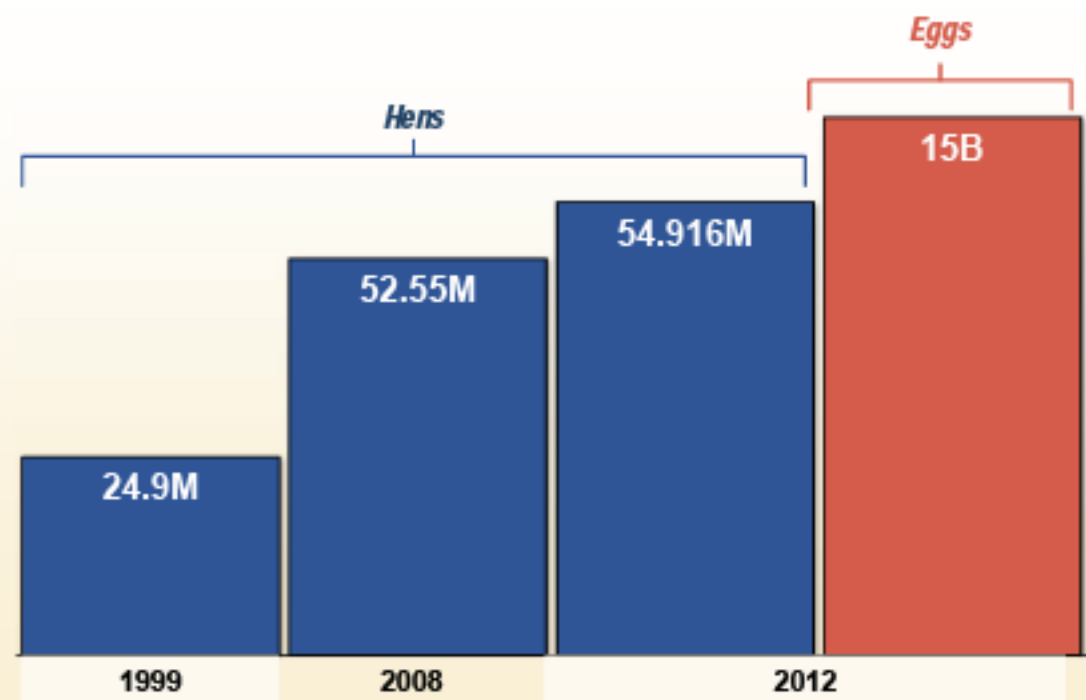
0.400-0.420

-

Iowa



Iowa's Egg Production



Egg Products Sold to Kraft



*10% liquid
salt yolk*



*dried
whites*



*10% liquid
salt whole*



Egg Products Sold to Nestle

Nestlé



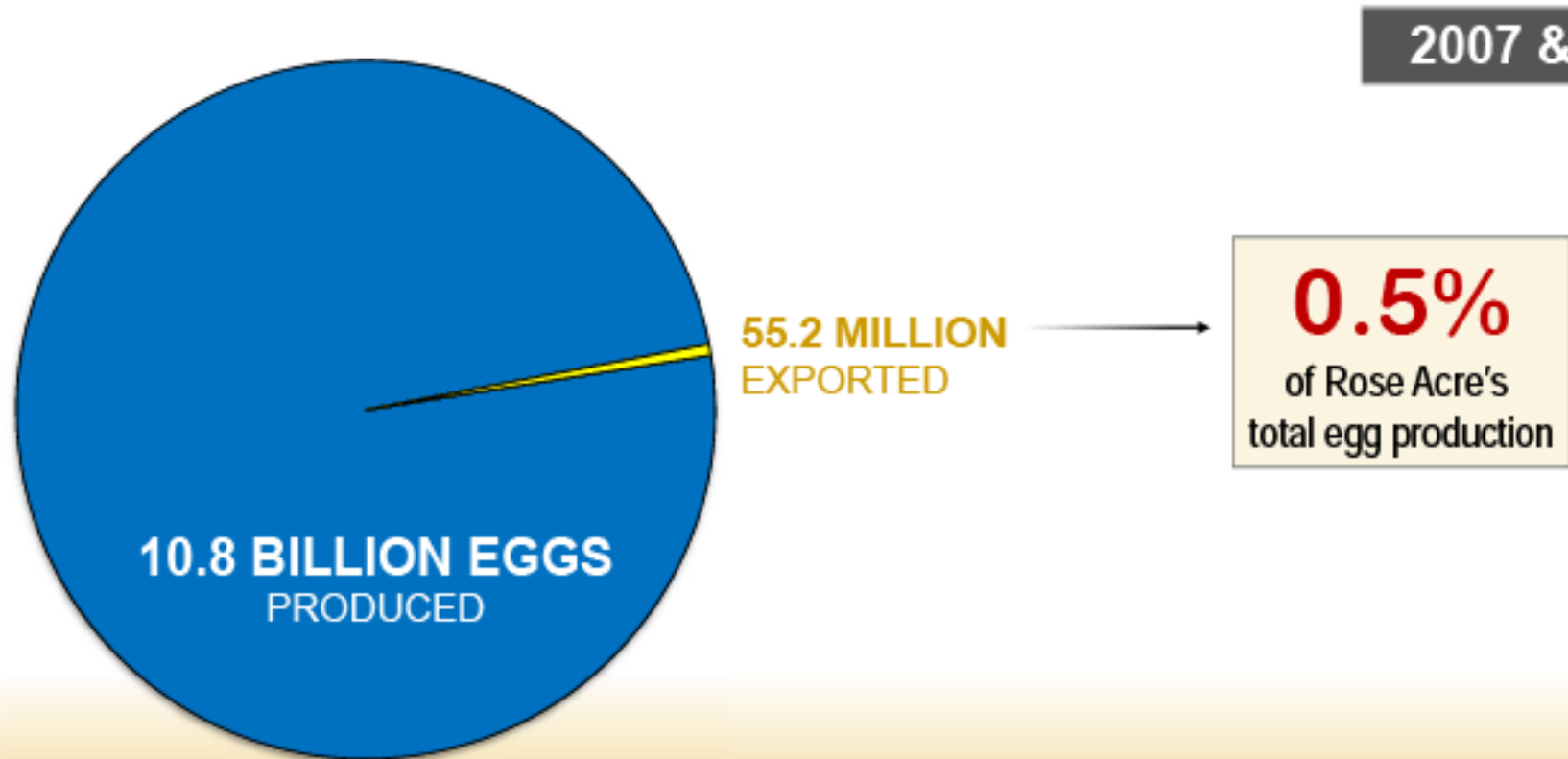
*10% liquid
sugar yolk*



Customer Demand For UEP Certified Eggs

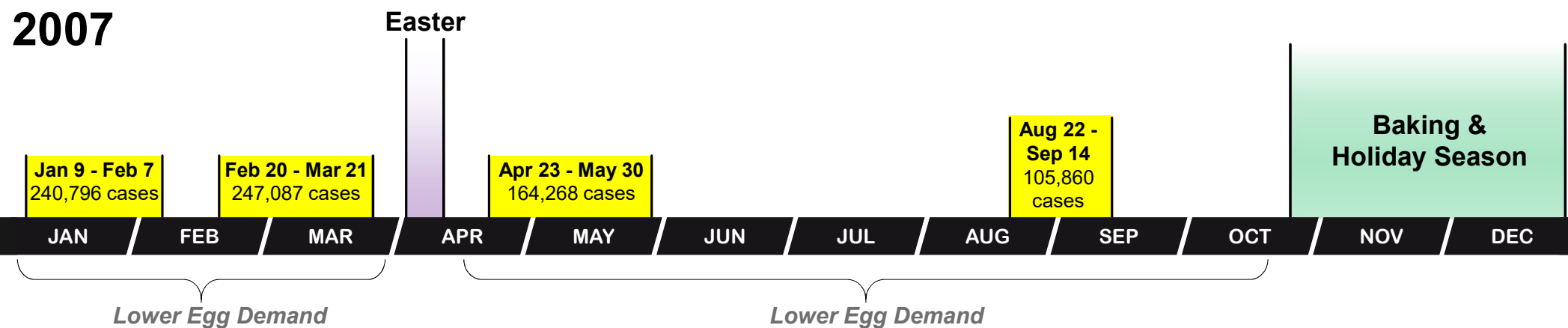


Rose Acre Eggs Exported through USEM from 2007-2008

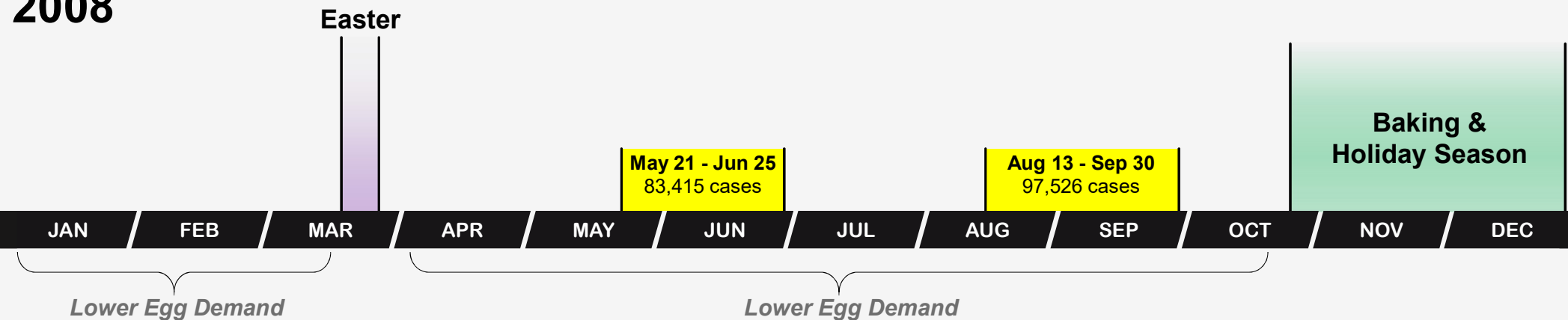


USEM Exports During Rose Acre's Membership

2007



2008



1 case = 30 dozen eggs